

Shannon Hayes

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PROFESSIONAL EXPERIENCE

PHILOWILKE

Marketing Coordinator

Houston, Texas
03/2023-01/2024

- Worked closely with the Director of Marketing on branding for marketing collateral.
- Directed and streamlined brand video shoots by effectively coordinating relevant parties, scheduling shoot dates, and collaborating on storyboarding with leadership.
- Collaborated with an onsite photographer, overseeing coordination and staging for a medical facility photoshoot.
- Improved social media reach by creating visual content targeting niche audiences.
- Developed and crafted monthly internal newsletters to provide comprehensive updates to the company.

ERDOS MILLER

Marketing Specialist

Houston, Texas
06/2019-02/2023

- Managed content strategy, on-page work flows by developing the buyer's journey.
- Achieved a 20-30% surge in website traffic by implementing effective lead generation strategies and successfully rebranding the new website.
- Prepared CEO for Industry Summits and Conferences
- Cross-Functional collaboration among sales, customer experience, HR, and engineering teams.
- Conducted analysis of marketing channels to gain insights on KPI's.

BYOD (BRING YOUR OWN DOG) - PART TIME

Marketing & Events Coordinator

Houston, Texas
06/2019-02/07/2020

- BYOD (Bring Your Own Dog) is a membership community that connects dog lovers to their city's best-dog friendly deals.
- Brainstormed current social media trends to increase audience engagement.
- Curated social media influencer reach-out.
- Strengthened relationships with vendors and partners, ensuring reliable support for future events.

MEMBERS ONLY

Influencer Marketing Specialist

Remote
11/2017-06/2018

- Members only is an e-commerce-based clothing company specializing in women's and menswear apparel.
- Worked on set in NYC for Winter Promotional Campaign 18'.
- Established strong partnerships with brands through proactive communication and collaboration on content creation.

EDUCATION

BACHELOR OF ARTS IN MEDIA & COMMUNICATION
SUNY GENESEO - GENESEO, NEW YORK

PORTFOLIO

<https://shayesjt.wixsite.com/portfolio>

ORGANIZATIONS

YOUNG PROFESSIONAL TOASTMASTERS

VP of Public Relations · Jun 2023 - Present

- Assigned the responsibility of attending Officer training and promoting the club through a variety of activities, including events, social media, and print collateral.
- The club aims to promote itself, extend invitations to prospective members for meetings, and enhance overall member retention.